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REFERENCE

Consumers' guide

January 1944



Shopping in 1944

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New Year —new hope

ROY F. HENDRICKSON,
Director, Food Distribution Administration.

Most Americans are entering the new year with new hope. Italy, as a fighting force, is out of the war. The myth of German invincibility has been destroyed forever. The Allies are making considerable headway in the fight against Japan. Without being overly optimistic, we can see a rift in the clouds.

We also are more hopeful about the Battle of Food. A year ago there were dire predictions that we would run into serious want; that the Allies were getting all our foods; that the farmers—faced with innumerable handicaps—would never be able to keep our larder filled. Those predictions have failed to materialize.

Take your own case. Perhaps you haven't been able to obtain beef—the armed forces use a lot of beef—but have you been unable to obtain pork or lamb or mutton? And granting that you haven't been able to obtain any of the so-called red meats, how much real trouble have you run into in purchasing alternate protein foods—poultry or eggs or fish or beans?

We are fortunate in this country that we are able to obtain alternate foods. In Greece, in Yugoslavia, in Poland, in other countries still under the Axis heel, a food shortage means a shortage of all foods—

not just the ones people like or are accustomed to eating. If we talked to some of the desperate people in occupied countries about *our* food shortage, chances are they would look at us in amazement. They would consider, in the light of what they are going through, that we have no food shortage here at all.

We take a different approach to the problem, however. We say, "People in the United States always have had plenty to eat. Look how much less we have now than in the years before the war."

Let's see.

In the years before the war we had no ration coupons to bother with. But—a great many of us had no dollar bills to bother with, either. And the lack of money can cut down on food consumption just as drastically as the lack of ration points.

Actually, civilian per capita food consumption in 1943 was 5 percent greater than the 1935-39 average—the years we like to talk about. Consumption in 1943 was not a great deal less than that of 1941 and 1942, when this country sat down to the greatest feast in its history.

Most civilians are working now and are able to buy food. Under rationing they are able to obtain adequate amounts in

the grocery stores—either the foods they are accustomed to eating or alternate foods. This means that the nutritional status of our total civilian population, through the better distribution of food, is probably at an all-time high.

This is not intended to be an idealized picture of the food situation. There have been shortages of beef, turkeys, butter, oranges, and other foods we heretofore have been able to buy. These shortages have interrupted our usual way of doing things. They have annoyed us.

But let's ask ourselves a few questions. How can we compare the annoyance of not being able to buy beef with the poignancy that comes when a soldier says good-bye to his wife and children. How can we compare the annoyance that comes from not being able to buy oranges with the suffering of a Marine who has been wounded at Tarawa? There is, of course, no basis for comparison. Mere annoyance cannot be compared with real sacrifice.

During 1943 most of us had become adjusted to the nuisance of using ration books. In 1944, we will have become more adjusted to the types of food that are available to us. When we become completely adjusted—when we get a perspective on the total food situation—we will decide that we aren't doing so badly after all.

Food prospects in 1944 appear to be reasonably bright. Most of the food allocations made thus far give us as much food as we had during the period 1935-39. A few give us more. But the final story, of course, will depend on what the Weather man has in store for us, how successful our farmers will be in making adjustments to wartime conditions, on the course of the war, and many other factors that are still in the future.

But we had the same unknowns to contend with at the beginning of 1942 and again at the beginning of 1943. We faced those troubled periods with confidence and we can look forward to 1944 with confidence.

Now that we are in the third year of war, the unknowns no longer frighten us. In a manner of speaking, we are veterans.

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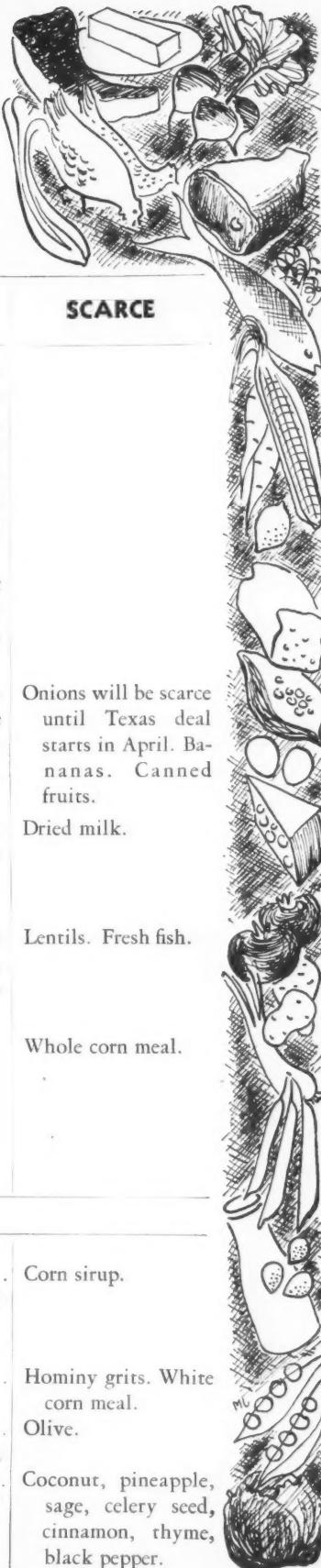
Fats

Misc

Janu

How we'll eat this year

Experts look into 1944 food supplies—estimate what we'll have compared with what we'd like



BASIC 7 FOODS	GOOD	FAIR	SCARCE
Group 1.—Green and yellow vegetables — some raw, some cooked, frozen, or canned.	Sweetpotatoes Those extra 2 million Victory Gardens aimed for this year will bring many vegetables into this class for some families.	Probably, in relation to demand, most vegetables will come in this category. However, the weather, manpower, machinery, ceiling prices, will all have a part in the final answer. Canned and frozen vegetables too.	
Group 2.—Citrus fruits and tomatoes, raw cabbage, or salad greens.	Citrus should be in good supply through the spring. Tomatoes will be a favorite in Victory Gardens.	Commercially canned grapefruit juice. Commercially canned tomato juice. Fresh tomatoes depend on weather, etc.	
Group 3.—Potatoes, other vegetables, and fruit.	Potatoes—After about May 1 will depend on new crop.	Same as group 1, for fresh vegetables. Probably most will be fair, but hard to predict far ahead of time.	Onions will be scarce until Texas deal starts in April. Bananas. Canned fruits.
Group 4.—Milk and milk products. Fluid, evaporated, and dried milk, or cheese.	Fluid milk—if shared fairly.	Cheese, both hard and soft, canned milk. Cream, buttermilk, ice cream.	Dried milk.
Group 5.—Meat, poultry, fish, or eggs, or dried beans, peas, nuts, or peanut butter.	Pork for first few months of 1944, dried beans and peas, peanut butter, eggs. Soy flour, grits.	Beef (except scarce in second quarter). Luncheon meats, poultry. Pork during summer. Canned fish.	Lentils. Fresh fish.
Group 6.—Cereals, natural, whole grain, enriched, or restored.	Wheat products, flours, prepared cereals. Oatmeal.		Whole corn meal.
Group 7.—Butter and fortified margarine.	Margarine, compared with pre-war. In amount, less than $\frac{1}{4}$ that of butter.	Butter.	

OTHER FOODS

Sugars, sirups, other sweets.	Sugar, same as this year for your coupons. More for home-canning.	Honey.....	Corn sirup.
	Citrus marmalade. Sherbets.	Jams and jellies, above normal but below bid demand.	
Cereals.....	Macaroni, spaghetti.....	Rice.....	Hominy grits. White corn meal.
Fats.....	Bacon, lard.....	Salad oils except olive.....	Olive.
Miscellaneous.....	Vinegar—more white, less cider. Ginger.	Salad dressings. Shortenings. Tea, cocoa, marjoram.....	Coconut, pineapple sage, celery seed, cinnamon, thyme black pepper.

War models for the home front—1944

That brassy note at reveille jarring soldiers in United States army camps into reluctant wakefulness is now likely to be synthetic. It comes from a new quartermaster bugle, olive drab, made of cellulose acetate butrate. And that synthetic swing note from the radio pours out from a glass base transcription. Glass is the newest imagination-catching material on the market—and sand, its principal ingredient, is dirt cheap. From city to farmyard, synthetics are releasing war-essential materials.

Everything is conservation. The army rebuilds shoes, using the old uppers, and thereby saves nearly 9 million square feet of leather—or, in money, 3 million dollars—for 2,733,000 sturdy G. I. shoes. Doctors cut bandages with shears 1½ inches shorter than usual, to save metals; fighting men use signal pistols with plastic handles instead of the usual brass; and the Glenn Martin Plant, outside of Baltimore, is reclaiming all usable floor sweepings. It feels rich in straining out a handful of valuable filings, screws, and bolts from metals that are irreplaceable.

Changes, made to conserve vital war materials, tell a wonderful story of America's adaptability. The housewife is preparing dinner in ceramic cooking ware or in the new glass pie plates, double-boilers, or baking dishes which absorb heat rather than reflect it as metal vessels do. And the man of the house—now the man of war—is protected from bullets in a flying fortress by 3 inches of transparent laminated glass—a layer of glass, a thin strip of amber-colored resin, a layer of glass, and so on like a club sandwich pressed together into impenetrability.

This is 1944 and the average consumer has used up her nylon hose, her two-way stretches, her rubber gloves. She would like a new lamp for the living room, a piece of real jewelry, a dress with a zipper from here to there, and a lovely rich-toned rug, but what is she going to get?

Rubber goods

It is possible that within the next few months she will be able to buy a girdle made from synthetic rubber elastic thread—a wholly new material that will be called "rubber" by courtesy. The material holds a new world of possibilities. But it may be well into 1944 before quantities of the rubber thread products are available. Non-thread rubber goods such as baby

pants, protective sheeting, and rubber gloves to protect nail polish—only 10 shades to choose from!—will be on the market, too. Hot water bottles have been considered essential and their manufacture has been permitted all along.

Stockings

One of the greatest changes in war manufacture for civilians has occurred in the hosiery made. Rayon stockings took the place of silk and nylon before the technical problems of making rayon an adequate substitute were solved. Now this product is much improved and, except for its comparative lack of elasticity, is a good buy. Rayon stockings are made in 5 colors and in black and white. The only stocking you won't find—except for the possibility of a temporary short supply on some dealer's shelf—is the number so sheer it can be worn but once.

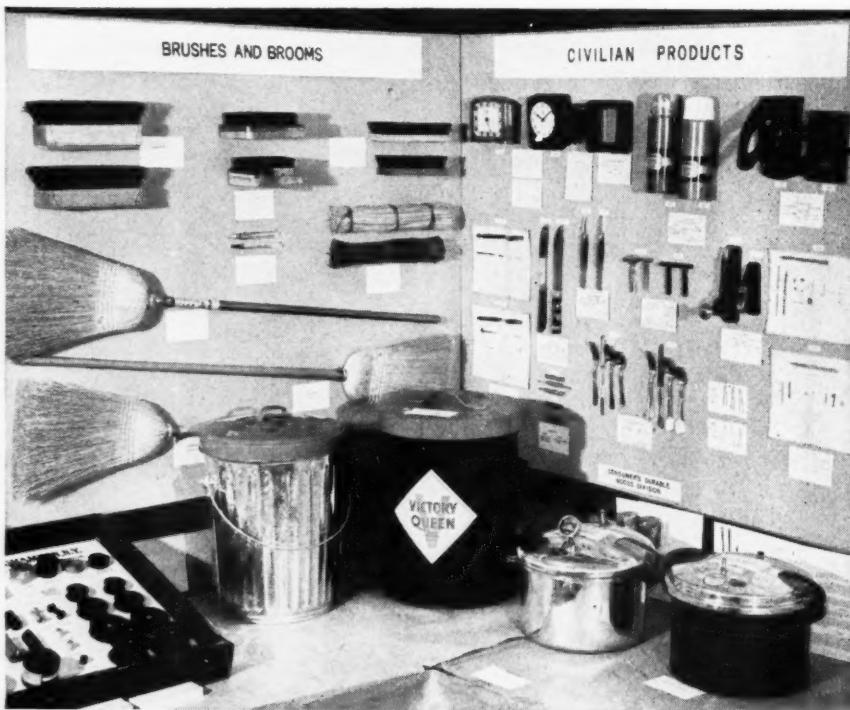
Shoes

More than one-third of our total sole leather (cattle hide) goes to military

orders. But excellent quality cattle hide is still being used for men's and women's shoes despite the tremendous military requirements. About one-fifth of the suitable sole leather is set aside by the Government for your shoe repairing. Manufacture of shoes with synthetic soles and fabric uppers will not be increased, nor will the designs be permitted endless revisions. In a recent exhibition, the War Production Board showed a child's shoe with a vinyl resin sole and tipping that indicated no wear when the rubber heel and the leather uppers did. Another exhibit showed that shoes treated with mineral oil increased wearing qualities about 14 percent; those treated with a wax compound increased wear up to 40 percent.

Millinery

No controls have been placed on women's hats, which up until now have been known in the trade as "temptation merchandise." But recently the industry has voluntarily developed its own war-



This corner of War Production Board conservation exhibit shows, in pre-war and Victory models side by side, how we are making the most of what we have for home use. Brooms with bamboo handles and less straw; garbage cans of reprocessed paper and wood instead of zinc and steel; plastic cases for clocks and vacuum jugs; no stainless steel tableware; hairpins in 2 sizes instead of 10.

time conservation code. It determines how many inches of veiling, or ribbon may decorate a hat, how many inches of brim a hat may have.

Fabrics

Facilities for making all textiles—wool, rayon and cotton—have become increasingly tight. More wool goods can be produced only through more efficient use of manpower. There are neither spindles, looms, construction materials, nor workers for factory expansion. To meet military demands and equip civilians, fabric facilities are being operated to the limit of capacity. The bottleneck is at the spinning and weaving lines. Manufacturers are reducing the varieties of colors and counts, and are running larger lots. All processes are being simplified.

Colors and dyes

In very few cases have colors been specified in WPB orders. A manufacturer is told he may make a line of, say, four colors. He then decides his own limited color range according to (a) what sells best, and (b) what he cannot get in the way of war-needed chemicals. The subtle shades which one woman in a hundred might buy have naturally disappeared. The average woman thinks that pink or chartreuse is banned. This isn't so, the colors that are on the market are the colors that sell.

Household items

Some American *rugs and carpets* are still being made, but only a fraction of the peacetime quantity. Most lines have been voluntarily simplified with no authorization as to sizes. No wool of carpet weight is raised in the U. S. This wool came from China and India. Some rugs are imported from Venezuela and Mexico, but the total number is not large. Rug pads, however, are being made to meet all demands. They are usually made of animal hair matted to form a resilient felt.

About half of America's *bedding* production is for the armed forces. Cots, bunks, sleeping bags, springs, and mattresses are needed in tremendous numbers by the services. But for this production as well as for that reserved for civilians the lack of steel is the biggest problem. The bedding industry in pre-war years consumed well over 300 thousand tons of steel each year. Now it gets about 50 thousand tons for springs, and none at all for mattresses. War model mar-



Only 1 1/4 pounds of steel in new model.
Pre-war design, left, used about 20.

tresses lack the luxury of innersprings, but are as good as the best types obtainable 30 years ago. Bedsteads are not a major difficulty. They must do with only joining metal. Some woods are out, and novelties are decidedly fewer. All *upholstered furniture*, studio couches, and sofa beds are denied metal for springs. In this field, however, wooden springs have put in an appearance, and, as every archer knows, wood can have amazing resiliency. Wood, however, is scarcely less critical than steel. Hardwoods are needed for army trucks and trailer bodies, plywood for airplanes, and crating woods for the armed forces are in enormous demand. One of the problems of the furniture maker is how to move his product, crated, to the retailer.

Blankets 84 inches in length are made in four colors plus white, standardized to assure production of utilitarian and well-wearing types. Although bedspreads are considered relatively nonessential, some are still being made, but large quantities of cottons and rayons are going to more urgent uses. But the stocks should be enough for some time to come. Sheets for double beds are sometimes easier to buy than the single sheets used by the armed forces and hospitals.

The supply of *scissors* and *shears* for household uses is no longer plentiful, but more material has recently been granted.

Carpet sweepers may once more be produced with limited quantities of metal not suited to war goods. And even though Army camps and ships' decks call for tremendous numbers of mops, there is



War model icebox takes at most 6 pounds of steel. Pre-war style, 85 pounds.

still an adequate supply for civilians. Household waxes are not scarce, nor is ammonia. A new kind of earthenware pail is being manufactured to supplement the fair supply of galvanized buckets.

Of the ten active *silver-plate* manufacturers in the United States, five have converted most of their facilities to production of war goods. The others are restricting production to the most essential items: Knives, forks, dessert spoons, and teaspoons. Silver-plated carving sets have been specifically banned by WPB because their sale encourages increased purchase of two units, whereas only one piece may be needed. Such frills as oyster forks, bouillon spoons and butter knives are no longer being made except in sterling silver. New silver-plate patterns are not being developed and most old ones are being discontinued until the war is over.

Production of *toweling* is approximately the same as usual, but there are fewer towels for household use. Coarse linen fabrics for *dish towels* are made in sufficient quantities to meet consumer demands.

The acute paper shortage is a headache for goods that must have cartons. Recently a carload of glass products were stacked one on another in a freight car without protective containers or wrappings, and shipped to a retailer.

Every factory has simplified production—sometimes at Government order, sometimes voluntarily. Purpose is to release critical materials, facilities, and manpower for war production to assure civilians a steady supply of goods by sacrificing large selections and complicated designs.

I resolve for 1944:



I will safeguard my family's health by giving them the proper food every day, for I know that sickness is sabotage and health is strength. There is no better way for me to contribute to the war effort than by keeping myself and my family well.



I will learn to substitute for scarce things, and teach my family to eat unaccustomed dishes. We'll get the Basic 7 that the nutrition experts recommend, by eating things available in plentiful supply even though they may not be our old favorites.



I will save "womanpower" by having simple meals. In that way I can give more time to volunteer war work. I'll streamline my housekeeping so that nothing vital is neglected and nothing unnecessary is allowed to use my time and energy.



I'll shop early in the week and early in the day in order to get a better selection and to help out the overworked grocer. I'll buy only what I need and I'll do my best to help stamp out black markets by accepting no rationed goods without ration stamps.



I'll store left-over food correctly so that nothing will be wasted, for I know that much of the value of certain foods is lost by improper storage. I'll learn new ways to stretch rationed foods, and new recipes for left-over bread and vegetables.



I'll save cans and do my share in the Nation-wide drive to provide 400,000,000 used tin cans every month in 1944. I'll wash and flatten the cans and watch the papers for news of the regular collection time of the local salvage committee.



I'll save all fat, and what I can't re-use I'll turn in to my butcher. Housewives are no longer asked to strain it, and even when it's rancid it is valuable. And the 2 points a pound the butcher will pay me will be a help with my meat ration.



I'll encourage my children to save waste paper and collect scrap. Both paper and scrap metals are critical items on our war production program. Millions of containers made from waste paper are being sent overseas to our fighting forces.



I'll get father to make an early start on our Victory Garden this year, so that we can produce more food than we did last year. We'll profit by last year's mistakes and not plant too much of anything, or things which are unsuited to my area.



I'll remind my family to remember our fighters and our allies when favorite foods are scarce—they don't have all the things they'd like best to eat all the time either! We'll all resolve to PRODUCE, PRESERVE, SHARE, and PLAY SQUARE.

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Babes in wartime

They took my fancy perambulator!

It isn't funny! They remodeled my carriage until now it looks a lot more like grandma's than a twentieth century vehicle. They took my scales, too, and you know how important scales are in keeping a check on a girl's figure. They've even rationed my foods!

Now don't get the wrong idea. I'm not complaining, not a bit of it. Neither are my 3,000,000 playmates, for we're 1943's war babies.

Many of the fathers of 1944's babies, as the 1943's, will be serving as enlisted men in the 4th, 5th, 6th, or 7th grades of the armed forces, and the Government will continue to help in the care of their babies until they are 1 year old. The Emergency Maternity and Infant Care program will look out for both mothers and babies. Here's how it works: A woman may get a form requesting the care from her doctor or from one of her local health and welfare agencies, a local chapter of the American Red Cross, a prenatal clinic, or a military post. She fills it out, including her husband's serial number. Then her doctor completes the form and sends it to the State director of maternal and child health. Once the care has been approved, she receives complete maternity service during the prenatal period, childbirth, and 6 weeks thereafter.

This is only part of the role the Government is playing in the lives of war babies. It sees to it that all of them get a fair share of rationed foods. Each new baby is entitled to a ration book, and the allowance is so ample that every baby under 2 years can get his entire requirements from canned foods if canned grapefruit juice is substituted for tomato juice and cans or glass jars containing 4½ ounces of strained fruits and vegetables

at one point each are used. Baby foods themselves are expected to be produced in even larger quantities, over a million and a half more cases than last year, and metal allowances for their containers are ample.

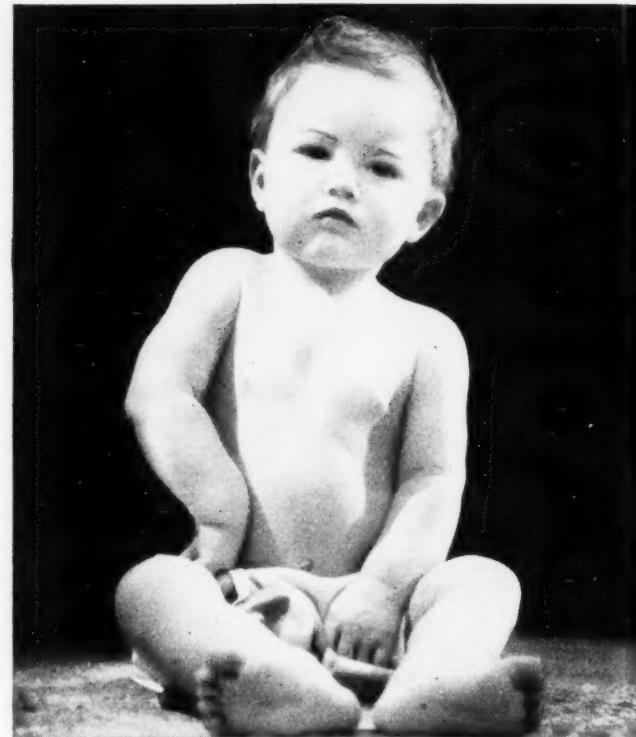
Mothers worried about short-lived scarcities of oranges can substitute canned citrus fruit juices or tomato juice. Twice as much tomato juice as orange juice, the experts say, supplies the same amount of vitamin C.

Milk, the most important single item in a baby's diet, must be safe, reasonably uniform in composition, and available in sufficient quantities. Looking after baby's milk needs, as well as his other food needs, is the Special Needs Section of the Civilian Food Requirements Division of the War Food Administration. Not so long ago, when canned milk was rationed, it was this agency that had 21 cans out of 48 in every case, set aside for civilians, and the Special Needs Section also helped to work out the rationing program in such a way that babies get 18 cans out of that 21. This year there will be 2 million more cases of evaporated milk for civilians than last year—thanks to the continued efforts of the Division. Since all canned milk must meet specific Federal standards and is highly uniform, one brand may be replaced by another with no change in

nutritional value. The only difference lies in the vitamin D content, for some are irradiated—a few are not.

Other items pertaining to babies' lives have been cut as to frills but the supply of necessities is receiving a great deal of Government attention. There will be enough tiny garments to outfit any baby, although the variety will be less, as even his small clothes must compete for vital raw materials and work hours. The Government is asking mothers to cooperate, not to buy baby an elaborate layette but to buy him only what he needs as he needs it, to resist buying clothes that may be outgrown before they can be worn out.

Diapers, a must for any baby, are now being made at the rate of 8 million dozen a year, almost twice the 1939 production. Ever since the war started the production figures have topped those of 1939, but for a time they were somewhat less than the increasing consumer demand. In some cases bird's-eye machinery was being temporarily used for army twill but now diaper facilities are not permitted to manufacture other products. Occasional local shortages pop up even now, but these are due to the fact that the stepped-up production has not yet filled all the gaps left by the several months of lower supply. Heavily populated war centers are slated to get their baby supplies more evenly



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too, thanks to a recent equitable distribution order issued by WPB.

Safetypins will continue to be produced in about the same amount as they were in 1941. That means that those that mammas do buy must not be lost. Brass is the troublemaker on the safetypin front. There just isn't enough, and what there is must go into the manufacture of shell casings and other vital war supplies. Pins must now be made entirely of steel, and that's a poser for manufacturers. They have difficulty in converting their machines to the changed material but they are making excellent progress.

Biggest nursery bug-a-boo was the shortage of rubber. Standardized nipples and hot water bottles will continue to be made, but the new synthetic rubber which is being made available for essential civilian products is expected to have a favorable effect on nursery items as soon as their manufacture gets under way. Pants, protective sheeting, and bath equipment are now being made with a waterproof coating. Rounded glides keep cribs movable, replace rubber wheels.

Baby won't miss his daily bath for lack of the necessities either. There will still be plenty of pure soap on the market and plenty of talcum, too. Olive oil, often used for bathing new babies stays somewhat scarce, but there will be mineral oil instead and that's preferred by many authorities because it doesn't become rancid. Sterilized raw cotton will continue to be easy to buy. So will be toilet

seats, soft brushes for baby's hair, stiff brushes to clean his bottles, and tiny brushes for his first teeth.

Baby scales, once prohibited to save metal for war goods, are now made in limited quantities and can be bought on a doctor's prescription. Baby can be weighed, however, on his regular visit to the doctor or community clinic for a check-up.

Many cotton looms are busy weaving war goods and that leaves few free to weave baby's bedding. For that reason there will not be an endless supply of crib sheets, quilted pads, and other baby bedding, but enough. There will be enough blankets, too, in cotton, part wool, or all wool in standardized sizes. Patterns and construction are limited to those already established, but the traditional pink, blue, and white still prevail. Pillows and mattresses will still be available in good quality, but the War Production Board is asking mothers to buy these and other bedding items unselfishly, leaving the extras in the store to supply another baby's needs.

The baby carriage situation has changed for the better. There have been so many demands for carriages that the War Production Board has loosened its restrictions and there will be almost a million new carriages for this year's babies to ride in. Metal allowance has been increased for simple carriages, but elaborate styles are out for the duration. Twins and even triplets will ride in carriages suited to their size but no more ornate than the rest.

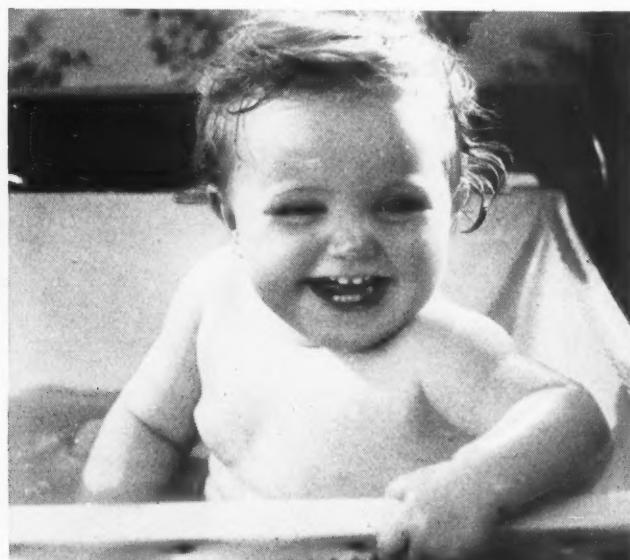
Although cribs, high chairs, and essential bath and toilet equipment will still be restricted to the least possible use of metal and less than the usual variety of design, as are other items, enough of them will be produced to fill baby's needs. Other furniture essential to baby's health and proper care will continue to be available, but mothers with dreams of considerable decoration will find them impossible of attainment. Highly decorative items without an essential purpose can't be manufactured in wartime.

Rubber ducks no longer bob entrancingly up and down in baby's bath, nor do rubber balls respond to his squeezings and give out strange sounds, for there aren't any to buy. His play gadgets will continue to be made of noncritical materials. There will still be rattles painted in lead-free paints, but there won't be as many colors for the choosing.

Neither for baby nor for anyone else are there newly made electrical appliances. Copper wire for connections is one of the main causes, for we just don't have enough of it. Bottles must be warmed the way grandma did, in a pan of hot water, for mechanical bottle warmers aren't being made. Gone from the scene, too, are plug-in sterilizers that used to cut down the mileage mothers walked tending to baby every day. Even though these have disappeared, however, baby will still have more conveniences surrounding him—lucky fellow—than his grandfather had.



Big worry for many war mothers has been diapers for baby. '44's babies, like this one, will get enough to meet all their needs.



Bath luxuries for baby are as scarce as for his elders, but his bath will continue to be fun even if he doesn't have a rubber tub.

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Standards hold the line

They pack protection for the health and welfare of the Nation's consumers. Prospects for '44



Tomato catsup tested for thickness in FDA's Processed Foods laboratory



Citrus fruit coming into a Florida cannery gets the once over.



Processed Foods Inspector eyes cans of grapefruit sections.

Not fit to eat.

That was the Food and Drug Administration's verdict on a batch of cookies shipped recently from New York to Pennsylvania and New Jersey.

Why? The answer lies in what the Administration found in those cookies. No one would have called them edible, for their contents included rodent hairs, insect fragments, cat hairs, paint and metal fragments, even wood splinters. But thanks to the Food and Drug Administration, and to the Federal Food, Drug, and Cosmetic Act, passed in 1938, those cookies never got to market. They were destroyed and the biscuit company who made them was fined \$2,000.

Not an isolated instance, this, for there are scores of similar cases prosecuted by the Food and Drug Administration for the violation of their minimum food standards, standards that make sure the food we get is fit to eat.

The Food and Drug Administration is only one of three Government agencies that deal with standards in one way or another. It sets up standards of identity, fill of container, and minimum standards of quality to protect consumers against adulteration of products, and to make sure that foods come up to certain quality standards.

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The Food Distribution Administration establishes quality grades. In other words, starting with Food and Drug standards of identity, the Food Distribution Administration goes a step further and grades for quality above the minimum standards. Finally, the Office of Price Administration uses standards and grades as a means of fixing prices in its fight against inflation.

Most grades set up by the United States Department of Agriculture are for voluntary use by packers of meats, butter, cheese, eggs, poultry, and canned fruits and vegetables.

They work like this: A processor or producer who wishes his product to be graded applies for Federal inspection and grading to the division of the Food Distribution Administration which specializes in his product. He may want only a certain part of his output graded, such as a carlot; or he may want it inspected and graded after it has been packed, as in the case of eggs; or he may want continuous inspection service by which all his products would be graded throughout the year or the canning season. When this is the case, his plant must meet the Government's requirements on sanitation before an inspector is assigned to his plant.

Wholesalers, brokers, and other individuals also often want their products inspected and graded so as to be sure of the grade they are selling. In all cases the person requesting the service pays for the Federal inspector's time on a basis approved by the Secretary of Agriculture which is approximately \$5 a carload or $\frac{1}{2}$ cent per case of 24 No. 2 or $2\frac{1}{2}$ cans. Consequently,

this small fee adds practically nothing to the cost of a can of food.

In the case of processed fruits and vegetables, when the product has been packed under continuous factory inspection, the packer agrees to put on the market a certain percentage of his product with the grades clearly marked. Often packers grade their product themselves and label it, but they are not permitted to state on the label that the product was packed under continuous inspection of the Department of Agriculture unless the service has been used.

Usually the inspectors are men and women who have had specialized training in colleges and who are further trained by the Department. Sometimes they are people who have gone to special schools. Take turkey graders, for example. Last year, with the assistance of the Extension Service of the War Food Administration and various State departments of agriculture, special instruction on turkey grades and turkey grading was given in 55 schools. These schools trained people who wanted to obtain Federal-State licenses to grade turkeys, and provided instruction for producers who wanted to learn about such grading, so that they could take advantage of ceiling prices based on Federal grades.

Biggest buyer of graded and labeled products is the Government itself. It buys for Army, Navy, Foreign Economic Administration, Veterans, and others.

Uncle Sam, like the rest of us, does his buying at ceiling prices, and that's where grades and standards play another role. Ceiling prices for many foods are based on grades worked out by Food Distribu-

tion Administration. These describe the quality of the foods—such as butter, eggs, meats, and canned goods—for which the price is fixed, and they protect the consumer against reduction in the quality of an article without a corresponding drop in price. Where grades do not exist for a certain product, a quality standard is set up by the Office of Price Administration on which the price is based.

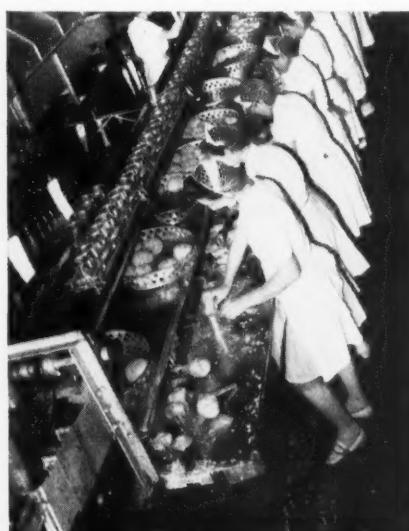
Proof of the pudding is in the eating. Proof of the value of standards, grades, and labels showing grades, is in how useful they are. To a producer, grades mean he will get a price for his product in accordance with the quality of the goods he has to sell. To the processor, grades are the means of evaluating the product he buys or sells. To the consumer, grades, when found marked on an article, are an assurance of a standard of quality, and a help in the enforcement of price ceilings.

Grades and grade labeling, however, aren't something new. They were important way back in 1316 in England. At that time the pepper and spice tradesmen appealed to the Mayor of London to set up standards on spices. An ordinance was adopted by the Mayor and Alderman, but enforcement evidently left something to be desired, for in 1447 they appealed again and another similar ordinance was passed. In 1592 the grocers published a statement against people who garbled or mixed spices badly. But the problem persisted and grew Nation-wide. Finally, in 1603, an act was passed by Parliament calling for the "well garbling" of spices.

1943 found standards, grades, and grade



Citrus juice is tested for sugar content.



Packing grapefruit in a Florida cannery.



U. S. grade labeled foods look like these.

labeling being put to more use than ever. The Food and Drug standards helped hold the line on food and prevented, to a large extent, adulteration of food and misbranding. When food gets scarce there is more of a tendency to stretch it by the addition of other substances than when it is plentiful.

Jams and jellies are other foods affected. The only protection the consumer has against the appearance of fruit jellies and preserves on the market that look like the real thing but contain little, if any, fruit, are standards established by the Food and Drug Administration.

When the Food and Drug Administration first started to establish standards for the enrichment of flour, some time before the war, enrichment was a hodgepodge. Producers added different vitamins and minerals—added them in varying amounts, and it became next to impossible for a consumer to figure out what he was getting from a certain flour.

Then the Food and Drug officials decided to do something about it. They held a public hearing at which interested persons—millers, bakers, nutritionists, and consumers—made recommendations. Based on their facts, a standard for enriched flour was set up in 1941.

About a year-and-a-half later, they discovered that the amounts of enrichment ingredients were not large enough to accomplish the purpose for which they had been set up, namely, to supply through flour certain vitamins and minerals that were not supplied in needed amounts in the ordinary diet. Hearings were held again, and it was decided to increase the amounts of the enriching ingredients. Now flour contains goodly amounts of thiamine, riboflavin, niacin, and iron.

The Food Distribution Administration in 1943 revised many standards and grades. The use of them grew. Throughout the year the Processed Standardization and Inspection Division inspected and graded more than 70 different kinds of processed fruits and vegetables. An estimated 35% of the Nation's pack for 1942 and 1943 went to the armed forces alone.

Grading of dairy products grew, too. Figures tell the story . . . over 18 million more pounds of dressed poultry, 88 million more pounds of dried eggs, and 104 million more pounds of butter were inspected and graded in 1943 than in 1942.

Egg grades, poultry grades, and butter grades underwent revision to make them more understandable for the consumer and

producer. Butter instead of being graded by score can now be rated that way or according to grades 93-AA, 92-A, 90-B, and 89-C.

In the Office of Price Administration the use of grade labeling grew apace, then was eliminated by the passage of the Taft amendment to the Emergency Price Control Act. Now prices are still based on Department of Agriculture or other grades wherever it is possible, but producers, manufacturers, and wholesalers no longer have to mark the grade on the article for the consumer to see. Whenever the product is not grade-labeled, however, they must mark the grade on the invoice. Some of them have voluntarily chosen to continue grade labeling their products.

Sole exception to the ruling is the grade labeling of beef, lamb, veal, and mutton. Meats must be graded and grade stamped in compliance with an order issued by the Office of Economic Stabilization at the request of consumers and the War Meat Board, the latter made up of advisers from the industry itself.

Factual labeling of some products is also required by OPA in place of grade labeling. This type of labeling is not prohibited by the Taft amendment and does help the consumer to know something of the quality of a product for which a specific ceiling price is fixed.

Well, you say, that has all happened, but what's in the wind for standards, grades, and grade labeling this year? Predictions run like this. The Food and Drug Administration will be devoting itself largely to the enforcement of existing standards by making sure that a food is of the quality a label says it is. New standards will probably be set up on ice cream, on various kinds of bread, and perhaps on a few other foods. Most of the new minimum standards, however, will not be established until peace comes again.

The grading services of the Food Distribution Administration in most cases will be further expanded as the Government continues to buy food for our expanding Army and Navy, for Lend-Lease, and for feeding peoples of the reoccupied countries until they can gain enough strength to feed themselves.

In the Office of Price Administration standards and grades will continue to be the basis for formulating ceiling prices, for it is the belief of Chester Bowles, Administrator, that "you can't control prices successfully without some control of what is in the product."



Candy confiscated by Food and Drug Administration contains a grain beetle.



Butter gets checked for full weight by a Food and Drug Administration inspector.



Food and Drug inspector takes samples of frozen eggs to test for decomposition

Labor pulls for square meals

Along with Management and Government, it works to hold production lines at top speed, by providing good food on the job

The Bay Area shipyards in San Francisco turn out fighting vessels. Every minute of every day lost by the 176,000 men and women who work there, means time added to war's duration. Yet when the noon whistles blow, only 15,000 workers can find meals in the yards; 161,000 workers must bring their own lunches or forage for food in outside eateries.

Even the 15,000 who "get there first" could scarcely feel properly nourished with the meals they find. An average menu consists of hamburgers, hot dogs, sandwiches, coffee, and thin cuts of pie. A meal costs about 50 cents.

The workers eat in the yards, sitting on boxes or curbstones, with no shelter or protection from the weather. Over 15 minutes of the mealtime is lost in covering the distance they have to walk to the food dispensaries, leaving about 15 minutes for them to eat and rush back to their stations.

These conditions were reported to the San Francisco Labor Council last May, by its special committee on Shipyards' Food Facilities. The Labor Council and the Nutrition Committee of the San Francisco Defense Council sent reports and recommendations to the Nutrition in Industry Division of the Food Distribution Admini-

stration. An Industrial Nutrition representative investigated and, as a result of the combined reports, new cafeterias are being built by the shipyards to accommodate war workers and serve meals that really "pack a nutritional punch."

Labor and management are recognizing more and more how great a stake they have in food. To management, poor eating places for workers mean less production, higher accident rates, greater employee turnover. To labor, poor food means poor health, time and money lost on the job, lowered efficiency, bad morale.

Many farsighted plant managers have built cafeterias in their shops, and found production curves on the upswing as a result.

In Bridgeport, Conn., the local War Council, with the help of the Nutrition in Industry Division, put on a nutrition campaign that won Nation-wide recognition. As a direct result of it, William L. Belknap, president of an old New England company that manufactured bayonets during the Civil War, installed a cafeteria in his ivy-covered plant, where today valves for war machinery are turned out.

He hired an excellent Swiss chef, who serves 3,100 meals a month at 35¢ each.

They cost the company 62½¢ per meal for food and labor, but the company finds that they pay dividends in increased production.

Most of the men used to bring lunches from home. They started eating at their benches about 9:30 in the morning, finishing the last piece of fruit around the middle of the afternoon. All this nibbling slowed production.

Now 99 percent of the workers eat in the cafeteria, where an average meal consists of roast beef and gravy, mashed potatoes, harvard beets, corn and string beans, lettuce and tomato salad, bread, pie or cake, milk or coffee.

Management in some areas has done much to improve the meals of workers. Labor, too, has put its shoulder to the nutrition wheel, and helped to bring better food and eating facilities to war workers.

Today, there are more than 3,000 Labor-Management Production Committees, covering more than 6 million workers, functioning in war plants throughout the country. About one-third of them have been active on plant feeding problems.

Many have turned to the Nutrition in Industry Division of the Food Distribution Administration for aid in setting up



Mobile units bring hot, well-balanced meals to these Boeing workers. They will have time afterwards for a good visit.



Exhibits telling the story of food as a tool of production and a weapon of war drew interested crowds at the AF of L convention.

feeding programs. But the number of people in war plants still needing help, reaches into the millions.

Here are the figures. Today, 20 million men and women work on war production of all kinds. Eight million work in plants or on operations where eating facilities are not needed or are not practical—or else they belong to that ever-present 20 percent of all war workers who prefer to carry their lunches.

That leaves about 12 million in manufacturing plants who could use in-plant feeding programs. Some of these 12 million already eat well. Industrial nutritionists from FDA regional offices, during a 12-month period, made on-the-ground surveys and provided assistance to plants employing 2 million workers. Additional millions were provided assistance through promotional and educational activities of the Nutrition in Industry Division and local Nutrition Committees. But from 5 to 6 million still work in plants where food on the job is not provided but is sorely needed.

Labor organizations have thrown the weight of their membership behind the program of better food for war workers. They are tackling the problem from many angles—from the lunch boxes packed at home to the meals served in the factories, and the prices of food sold in the stores.

The labor press has devoted many columns to nutrition news, with excellent results in the lunches packed for war workers. The Union Label Trades Department of the American Federation of Labor has published two pamphlets, "Nutrition and Labor," and "War Food Information," and distributed over 50,000 copies of the first, and 10,000 of the second to their members.

Nutrition has even become part of the programs of national labor conventions. The American Federation of Labor devoted a whole day to the subject, during its 1943 convention in Boston last October. It was called "Labor's Conference on Food and Nutrition," and among those who addressed the delegates were Roy F. Hendrickson, Director of Food Distribution, War Food Administration, Paul H. Appleby, Under Secretary of U. S. D. A., and Chester Bowles, Director of OPA.

At the 1943 Convention of the Congress of Industrial Organizations, held in Philadelphia in November, food was a major issue. A resolution was passed calling for representation of workers on the food policy agencies of the United States

Government, as well as a resolution to the effect that "every plant holding a war supply contract with the Government, or a sub-contract with a war supply contractor, should be required to take whatever steps may be necessary to provide satisfactory feeding facilities and to see that adequate food of good quality at reasonable cost is available to the workers on each shift."

The CIO also called for "the expenditure of Government subsidies, when necessary, to guarantee sufficient supplies of food for plant feeding of war workers at reasonable cost."

Getting down to the grass-roots level, Labor has helped the food situation in more ways than resolutions. Unions in Richmond, Va., started nutrition classes among their members, giving them instructions in packing nutritional lunches.

In Detroit, the United Auto Workers were largely responsible for setting up a labor-management-Government committee to deal with plant feeding problems of that area. Now food problems are brought to the attention of the committee by the unions, conditions are checked by a representative of the Government's Nutrition in Industry Program, and then a report is made to the committee, along with recommendations for improvements.

This action came as a result of a survey made by the War Policy Division of the United Auto Workers, CIO. The survey covered 150 plants, in which half a million workers are employed. Results showed that 75 percent of the workers were dissatisfied with eating facilities. Reasons for complaining included: Overcrowding, cold food, no variety, no meats, bad food, slow service, and insanitary surroundings. Many of these complaints are disappearing as a result of the committee's activity.

The women's auxiliaries of labor unions

have been busy on the food front, too. Not only have they started nutrition courses, but they have taken leadership in community projects to help war workers.

CIO auxiliaries have been responsible for child care programs from Los Angeles, Calif., to Washington Heights, N. Y. The wife of a unionist in a Detroit factory opened a canteen for workers, serving nutritious sandwiches and milk.

In Port Arthur, Tex., a lively CIO auxiliary of oil workers helped solve some of the problems confronting this large industrial section where war workers have swarmed by the thousands.

The union auxiliary formed an Emergency Council and invited representatives from other groups to join. At first about seven responded, representing parent-teacher organizations, church clubs, women's clubs, and so on. These delegates worked out a seven-point plan, and proceeded to publicize it. More organizations sent delegates to the Emergency Council, and soon the whole community was well represented.

Then things began to happen. A new census was taken of the district so that food distribution, allocated on the old census, could be changed to take into account the influx of war workers. Plans are under way for setting up recreation centers and child care centers. The whole town's humming with activity aimed at solving human problems and thereby helping to turn out more oil to win the war.

Labor, management, and Government must all pull together to solve the food problems of war workers. In Government, the Food Distribution Administration is responsible for coordinating activities of Federal agencies relating to the Industrial Feeding Program. This is done through an Inter-Agency Committee on Food for Workers, which includes representatives of War Food Administration, War Production Board, War Manpower Commission, Office of Price Administration, the Maritime Commission, and other Federal agencies.

For help and information on war plant feeding problems, write to the Food Distribution Administration. Regional offices are located at:

150 Broadway, New York 7, N. Y.
Marietta & Forsyth Sts., Atlanta 3, Ga.
5 South Wabash Avenue, Chicago 3, Ill.
425 Wilson Building, Dallas 1, Tex.
.821 Market Street, San Francisco, Calif.



Eat the Basic 7 every day

Posters like this one promote good nutrition in plants with inplant feeding.

CG news letter

last minute reports
from U. S. Government Agencies

November 16 through December 22

War service award certificates will be given by OPA to nearly 100,000 volunteers who have worked 100 hours or more as assistants to the Nation's War Price and Rationing Boards, in recognition of their service in helping to make rationing and price control assure a fair share at a fair price to the people of their own communities. The presentation will be made on January 5, to mark the second birthday of the boards, now numbering 5,500. Later in the month, a special certificate will be presented to board members themselves.

Rationing with tokens begins February 27. OPA has ordered 2 billion tokens—red for meats and fats, blue for processed foods—which will be distributed to grocers through the Nation's banks. Under the new plan, each consumer will have 5 processed food stamps (worth 50 points) at the start of each month, and 3 meat-fats stamps (worth 30 points) every 2 weeks. Tokens, each worth 1 point, will be used as change for the stamps.

Aid for Santa came from OPA in time for Christmas giving. Rules were eased, and now anyone who has given stamps for rationed foods or shoes, can give away these commodities, if he pleases.

Speaking of shoes, here's the latest ration news. A person discharged from military service may exchange his Ration Book 3 for one that contains Airplane Stamps 1 through 4, the "shoe" stamps, which were removed from all books issued to eligible servicemen. Just apply for such an exchange to your local War Price and Rationing Board. A rule effective November 24 sets a deadline of 30 days for ration payment for shoes purchased on any lay-away plan. Formerly, the deadline was at the expiration of the shoe coupon.

A Consumer Advisory Committee has been appointed by Chester Bowles to study the effects of OPA policies and regulations on the consumer and on the household. First recommendations of the committee called for establishment of dollars-and-cents ceil-

ing prices for as many commodities as possible.

Save the peel, and you save vitamin C. Peelings and parings of fruit that so often find their way to the garbage pail can contribute considerable vitamin C to meals if wisely used. There's about three times as much of this vitamin in the peel of citrus fruits as in the pulp and juice. Add thin slices or gratings of the peel to sauces, spreads, and desserts; make candied peel or sweet marmalade.

Here's ration relief for school lunch programs operating under Food Distribution Administration contracts. Sponsors of the programs may register as institutional users with the OPA District Office, thereby obtaining points for new programs or increasing allotments as the number of pupils served increases. Where a school lunch program changes its type of operation to serve a more substantial lunch than previously (as a change from type C to type A), sponsors may file a petition for a change of base with the local board, and the District Officers are authorized to act on such petitions.

Selling your car? Be sure to turn into your War Price and Rationing Board any unused gas coupons you have left. Your board will give you a receipt for these in duplicate. Whoever buys your car must have these duplicate receipts before he can operate the car. An estimated 200 thousand cars change ownership each month throughout the country, and if a lot of unused ration coupons changed hands with those cars, it would amount to a lot of gas getting to people who have no right to it.

Home canned goods sold at roadside stands or in quantities under 1,500 quarts a year, have been removed from price-control regulations.

Butter your bread carefully for the next few months. Households will average 11 pounds of butter per year per person. If you ever feel like complaining about the shortage, remember that linseed oil—used mainly in paint in the United States—is used by Russians in bakery products, for frying, on salads, and in cooked cereals.

The butter or oleomargarine we send them, goes to the Army or to hospitals.

Yours without points are cans of grapefruit juice. Reason for their removal from the ration list is that the Government has released about 2,500,000 cases while the new crop is being packed. That means plenty of canned grapefruit juice for civilians and a good supply of vitamin C.

Save your wood ashes for spring use in your Victory Garden says the United States Department of Agriculture. Ashes left from burning hardwood are best for they contain as much as 5 percent potash and a little lime. Keep them dry so the potash won't leach out, then work them thoroughly into the soil in the spring. Up to 50 pounds may be used on a garden 30 by 60 feet.

CONSUMER CALENDAR

Processed foods.—Green stamps D, E, F in War Book 4, good through January 20. Green stamps G, H, J good from January 1 through February 20.

Meats and fats.—Brown stamp R in War Book 3 good through January 29. S valid January 2, T valid January 9, U valid January 16—all expire January 29. V valid January 23 and W valid January 30, expire February 26.

Sugar.—Stamp 29 (5 pounds) in War Book 4 expires January 15. Stamp 30 valid January—16 for 5 pounds, expires March 31.

Shoes.—Stamp 18 in War Book 1, and Airplane stamp No. 1 in War Book 3, each good indefinitely for one pair of shoes.

Fuel oil.—East and Far West: Period 1 coupons expire January 3; period 2 coupons valid all month; period 3 coupons become valid January 4. Midwest: Period 1 coupons expire January 3; period 2 and 3 coupons valid all month. South: Period 1 coupons expire January 3; period 2 coupons expire January 24; period 3 coupons valid all month. Period 4 and 5 coupons become valid January 25.

Stoves.—Apply at your local ration board for purchase certificates.

Gasoline.—A-8 gasoline coupons (3 gallons) good in 17 Eastern States and District of Columbia through February 8. A-9 gasoline coupons (3 gallons) expire outside that area January 21, and A-10 coupons become valid January 22.

GUIDE POSTS

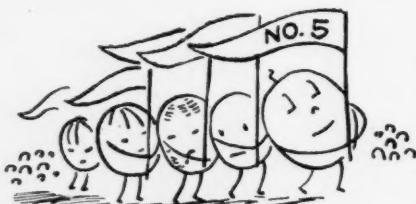
New Foods

As dehydrating plants catch up on war orders, the new year promises that more dried foods will be coming to civilian tables. Dried soups, familiar before Pearl Harbor, have had their production increased more than 133 percent. These soups are inexpensive, quick, and space saving. One of the newest potentials for consumer markets is being made to save broth that used to go down the sink in the commercial boning of chickens. Clam broth bubbling up from a pennylike disk makes a bouillon with a breath of the sea. Civilians may get a taste of dehydrated sweetpotatoes, carrots, and onions before the new year is out. Cafes and commercial eating houses have been using them this last month. Dehydrated gravy is even now popular on many family tables because of meat shortages.

There may be something new on the grocery shelves—dehydrated bananas to be used in breads and puddings. Already there are dehydrated banana flakes, apple flakes, and cranberry flakes.

Dehydrated eggs are now being sold in London markets, a dozen to a 5½-ounce package; price about 35 cents. And jam powder goes along with gunpowder in the holds of cargo ships. Dehydrated molasses when water is added becomes a sweet syrup for Army flapjacks.

Another boon is the dehydrated butter which keeps firm at high temperatures. Compressed potatoes can be stored in the kitchen of the future in one-fourth of the space they would require in fresh form, and pumpkin pies will be coming out of an envelope.



Burbanking

Prognosticators of agriculture and the California Agricultural Experiment Station say that a new melon, named with grand simplicity, "No. 5" will be the leading melon of the 1944 crop in the

Imperial Valley of California. One parent of No. 5 was an inedible type imported from India, but it had the big value that plant breeders wanted—resistance to powdery mildew disease. The new melon yields more than 200 crates to the acre—a 25 to 50 crate plus that more than makes up for its imperfections, which are largely a matter of looks.



As Pretty Does

Pierre, Antoine, and Auguste have been drafted; Adele, Elaine, and Louise are in defense plants. Many of the country's usual 100,000 beauty operators are either carrying guns or making them. However, the 800-million-dollar business of beauty—to which the average woman contributes \$16 a year—has always operated with a small skillful personnel, relatively simple materials, and will continue its pursuit of beauty in 1944 with a successful adaptation to war conditions, finding alternates to such war casualties as alcohol, perfume, and glycerine.

Women war workers in munitions plants are making use of special new "insulation" creams that have been developed for their skin protection. Vanishing and greaseless, these creams are somewhat like a powder base, and prevent embedded grime.

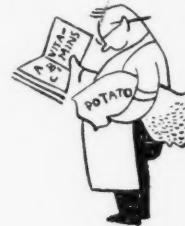
Ham'n Eggs.

January brings a good supply of pork, fresh and cured, and 1944 hens are starting another 60-billion-egg year. The cackling in the hen houses will be terrific as 118,000 eggs are laid every minute. Every person could have had 255 eggs apiece last year, topping 1942 by nearly 3 dozen eggs per individual.

Which Comes First?

The old controversy over the chicken or the egg has nothing to do with a new chicken-flavored food that is being developed for feeding liberated peoples overseas

now and for all free people later on. It is called calcium glucamate, and is a byproduct of processing beet molasses for sugar. Its chicken flavor and protein content are enriching the dehydrated stews and hashes for the European breadbasket.



High C

When vegetables are dehydrated in the presence of natural gas rather than air, experiments have shown that they have 100 percent vitamin C retention. This means that there is more vitamin C in potatoes dehydrated by this method than in those cooked at your house for dinner since in ordinary preparation potatoes lose 30 percent of their vitamin C—the most perishable of all vitamins.

Night work

It may be in the future that your grocery will subtly guide your food purchases so that you will really get the most for your money. He will say, "Those beans will furnish your protein for the meal, all right. Now what about a green leafy vegetable?" Or at least there is an indication of a coming trend in nutrition-mindedness when such grocers as Mr. McNulty of Columbia, Wis., order books on nutrition to study up on their trade. Mr. McNulty is a businessman who is not content to solve problems involving points, ceiling prices, food shortages, transportation headaches, and lack of manpower, but spends his nights poring over the "Science of Nutrition," by Henry C. Sherman, according to the *Pleasures of Publishing*, organ of the Columbia University Press.

LISTEN TO CONSUMER TIME

Every Saturday—Coast to Coast over N. B. C.
12:15 p. m. EWT
11:15 a. m. CWT
10:15 a. m. MWT
9:15 a. m. PWT

Dramatizations, interviews, questions and answers on consumer problems. Tune in.

Brought to you by the

WAR FOOD ADMINISTRATION

Consumers' guide

U. S. GOVERNMENT PRINTING OFFICE: 1944

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